

**AMENDMENTS to the CLAIMS**

A detailed listing of all claims that are, or were, in the present application is provided below. The status of each claim is identified, and markings indicate changes that have been made to any claims being currently amended by this Amendment.

1-2. (CANCELLED)

3. (NEW) A method comprising:

receiving transaction data associated with a customer transaction;

retrieving account data which includes information identifying a primary account holder and at least one sub-account holder;

receiving physical presence information which indicates the presence of at least one of the primary account holder and the at least one sub-account holder; and

enabling the transaction if the physical presence information confirms the presence of at least one of the primary account holder and a sub-account holder.

4. (NEW) The method of claim 1, in which receiving transaction data further comprises receiving frequent shopper data.

5. (NEW) The method of claim 1, further comprising cancelling the transaction if the primary account holder is absent, and a sub-account holder fails to present authorization data.

6. (NEW) The method of claim 5, wherein the authorization data comprises a personal identification number of the primary account holder.

7. (NEW) The method of claim 3, further comprising:  
evaluating the transaction based on at least one of the physical presence  
information and the transaction data; and  
updating performance data of at least one of the primary account holder and  
at least one sub-account holder in accordance with the evaluation.

8. (NEW) The method of claim 7, wherein updating performance data  
comprises at least one of adding reward points, subtracting reward points,  
calculating a reward level, and allocating a calculated award level to at least one of  
the primary account holder and to at least one sub-account holder.

9. (NEW) The method of claim 3, further comprising, if the transaction  
was enabled, providing a reward to at least one of the primary account holder and  
at least one sub-account holder.

10. (NEW) The method of claim 9, wherein the reward comprises at least  
one of an immediate discount associated with the transaction, an increase in reward  
points, a future discount, a coupon, and a monetary rebate.

11. (NEW) The method of claim 10, which further comprises allocating the  
reward between the primary account holder and at least one sub-account holder  
account according to at least one rule.

12. (NEW) The method of claim 11, wherein the at least one rule  
comprises at least one of transaction rules, reward rules, physical presence rules,  
and affiliation rules.

13. (NEW) The method of claim 3, further comprising, prior to receiving physical presence information:

transmitting display data including account member indicia associated with a frequent shopper account for display on a display device; and

providing a prompt to select at least one of the account member indicia which corresponds to the identity of at least one of the primary account holder and the sub-account holders present at the transaction.

14. (NEW) The method of 3, wherein the physical presence information comprises at least one of typed data, voice data, license plate data, biometric data, audio-spatial data, voice recognition data, handwriting recognition data, fingerprint data, retinal data, credit card data, smart card data, data from a touchscreen, and data from an input device.

15. (NEW) The method of claim 3, wherein the transaction occurs in a retail store environment comprising at least one of a restaurant, a department store, a movie theater, and a retail establishment offering at least one of products and services.

16. (NEW) A computer readable medium storing instructions configured to direct a processor to:

receive transaction data associated with a customer transaction;

retrieve account data associated which includes information identifying a primary account holder and at least one sub-account holder;

receive physical presence information which indicates the presence of at least one of the primary account holder and the at least one sub-account holder; and

enable the transaction if the physical presence information confirms the presence of at least one of the primary account holder and a sub-account holder.

17. (NEW) The computer readable medium of claim 16, which further comprises instructions configured to direct the processor to cancel the transaction if the primary account holder is absent, and a sub-account holder fails to present authorization data.

18. (NEW) The computer readable medium of claim 16, which further comprises instructions configured to direct the processor to:

evaluate the transaction based on at least one of the physical presence information and the transaction data; and

update performance data of at least one of the primary account holder and at least one sub-account holder in accordance with the evaluation.

19. (NEW) The computer readable medium of claim 18, wherein the instructions to update the performance data direct the processor to at least one of add reward points, subtract reward points, calculate a reward level, and allocate a

calculated award level to at least one of the primary account holder and to at least one sub-account holder.

20. (NEW) The computer readable medium of claim 16, which further comprises instructions configured to direct the processor to, if the transaction was enabled, provide a reward to at least one of the primary account holder and at least one sub-account holder.

21. (NEW) The computer readable medium of claim 20, which further comprises instructions configured to direct the processor to allocate the reward between the primary account holder and at least one sub-account holder account according to at least one rule.

22. (NEW) The computer readable medium of claim 16, which further comprises instructions configured to direct the processor to, prior to receiving physical presence information:

transmit display data including account member indicia associated with a frequent shopper account for display on a display device; and

prompt for a selection of at least one of the account member indicia which corresponds to the identity of at least one of the primary account holder and the sub-account holders present at the transaction.

23. (NEW) A system, comprising:

a transaction controller including a microprocessor and a memory;

at least one input device operatively connected to the transaction controller;

and

an output device operatively connected to the transaction controller;

wherein the at least one input device receives transaction data and physical presence information indicative of at least one of a primary account holder and a sub-account holder, the output device displays information, and the microprocessor retrieves account data from the memory, processes the transaction data and physical presence information, and enables the transaction if the presence of at least one of a primary account holder and a sub-account holder is confirmed.

24. (NEW) The system of claim 23, further comprising at least one server in communication with the transaction controller, wherein the server comprises an input/output circuit, a microprocessor, and a memory including at least one of an awards rules database, an awards database, and entertainment programs.

25. (NEW) The system of claim 23, wherein the at least one input device comprises at least one of a biometric device, a voice recognition unit, a license plate scanner, a handwriting recognition unit, a fingerprint scanner, a retinal scanner, a barcode scanner, a touchscreen, a keyboard, and a computer mouse.

26. (NEW) The system of claim 23, wherein the microprocessor is operable to calculate a reward, allocate the reward among the primary account holder and the sub-account holders, and to update an account of at least one of the primary account holder and at least one sub-account holder.

27. (NEW) The system of claim 23, wherein the input device comprises a card reader, and the customer utilizes at least one of a frequent shopper card, bank card, credit card, debit card, and an affinity card to provide data.

28. (NEW) A method, comprising:

receiving first transaction data and sub-account holder data of a first transaction with a first sub-account holder, wherein the first sub-account holder is associated with a primary account holder;

receiving second transaction data and sub-account holder data of a second transaction with a second sub-account holder, wherein the second sub-account holder is associated with the primary account holder;

determining a reward for the first sub-account holder based on the first transaction data; and

determining a second reward for the second sub-account holder based on the second transaction data.

29. (NEW) The method of claim 28, wherein determining a reward for at least one of the first sub-account holder and the second sub-account holder comprises updating a reward level record in an account database.

30. (NEW) The method of claim 28, further comprising determining a reward for the primary account holder based on at least one of the first transaction data and the second transaction data.

31. (NEW) The method of claim 28, further comprising:  
determining a sum of accumulated awards of the first and second sub-account holders; and  
issuing a reward to both the first and second sub-account holders if the sum of accumulated awards exceeds a predetermined threshold value.

32. (NEW) The method of claim 28, further comprising:  
determining a first transaction rate for the first sub-account holder and a second transaction rate for the second sub-account holder;  
issuing a reward to the first sub-account holder if the first transaction rate exceeds a predetermined threshold value; and  
issuing a reward to the second sub-account holder if the second transaction rate exceeds the predetermined threshold value.

33. (NEW) The method of claim 28, further comprising:  
determining a first transaction rate for the first sub-account holder and a second transaction rate for the second sub-account holder;  
penalizing the first sub-account holder if the first transaction rate falls below a predetermined minimum transaction rate value; and  
penalizing the second sub-account holder if the second transaction rate falls below the predetermined minimum transaction rate value.

34. (NEW) A computer readable medium storing instructions configured to direct a processor to:

receive first transaction data and sub-account holder data of a first transaction with a first sub-account holder, wherein the first sub-account holder is associated with a primary account holder;

receive second transaction data and sub-account holder data of a second transaction with a second sub-account holder, wherein the second sub-account holder is associated with the primary account holder;

determine a reward for the first sub-account holder based on the first transaction data; and

determine a second reward for the second sub-account holder based on the second transaction data.

35. (NEW) The computer readable medium of claim 34, wherein determining a reward for at least one of the first sub-account holder and the second sub-account holder further comprises instructions configured to direct the processor to update a reward level record in an account database.

36. (NEW) The computer readable medium of claim 34, which further comprises instructions configured to direct the processor to determine a reward for the primary account holder based on at least one of the first transaction data and the second transaction data.

37. (NEW) The computer readable medium of claim 34, which further comprises instructions configured to direct the processor to:

determine a sum of accumulated awards of the first and second sub-account holders; and

issue a reward to both the first and second sub-account holders if the sum of accumulated awards exceeds a predetermined threshold value.

38. (NEW) The computer readable medium of claim 34, which further comprises instructions configured to direct the processor to:

determine a first transaction rate for the first sub-account holder and a second transaction rate for the second sub-account holder;

issue a reward to the first sub-account holder if the first transaction rate exceeds a predetermined threshold value; and

issue a reward to the second sub-account holder if the second transaction rate exceeds the predetermined threshold value.

39. (NEW) The computer readable medium of claim 34, which further comprises instructions configured to direct the processor to:

determine a first transaction rate for the first sub-account holder and a second transaction rate for the second sub-account holder; and

penalize the first sub-account holder if the first transaction rate falls below a predetermined minimum transaction rate value; and

penalize the second sub-account holder if the second transaction rate falls below the predetermined minimum transaction rate value.

40. (NEW) A system, comprising:

a transaction controller including a microprocessor and a memory;

at least one input device operatively connected to the transaction controller;

and

an output device operatively connected to the transaction controller;

wherein the at least one input device receives first transaction data and sub-account holder data of a first transaction with a first sub-account holder, and receives second transaction data and sub-account holder data of a second transaction with a second sub-account holder, the output device displays information, and the microprocessor determines a reward for the first sub-account holder based on the first transaction data, and determines a second reward for the second sub-account holder based on the second transaction data.

41. (NEW) The system of claim 40, further comprising at least one server in communication with the transaction controller, wherein the server further comprises an input/output circuit, a microprocessor, and a memory including at least one of an awards rules database, an awards database, and entertainment programs.

42. (NEW) The system of claim 40, wherein the at least one input device comprises at least one of a biometric device, a voice recognition unit, a license plate scanner, a handwriting recognition unit, a fingerprint scanner, a retinal scanner, a barcode scanner, a touchscreen, a keyboard, and a computer mouse.

43. (NEW) The system of claim 40, wherein the microprocessor is operable to calculate a reward, and to allocate the reward among the primary account holder, the first sub-account holder, and the second sub-account holder.

44. (NEW) The system of claim 40, wherein the input device comprises a card reader, and the customer utilizes at least one of a frequent shopper card, bank card, credit card, debit card, and an affinity card to provide data.